



State of California
Employment Training Panel
Training Proposal for:
Jewish Vocational Service, Los Angeles
Agreement Number: **ET09-0225**

Panel Meeting of: **October 17, 2008**

ETP Regional Office: **North Hollywood**

Analyst: M. Paccerelli

PROJECT PROFILE

Contract
Type: SET MB - New Hire

Industry
Sector(s): Services

Counties
Served: Los Angeles

Repeat
Contractor: ☐ Yes ☒ No

Union(s): ☐ Yes ☒ No

Priority
Industry: ☐ Yes ☒ No

Turnover Rate %	Manager/ Supervisor %
N/A	N/A

FUNDING DETAIL

Program Costs	Support Costs	Total ETP Funding	In-Kind Contribution
\$187,000	\$11,935	\$198,935	\$0

TRAINING PLAN TABLE

Job No.	Job Description	Type of Training	Average No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	SET MB – New Hire	Commercial Skills; Literacy Skills; Job Readiness Skills	55	100-284	0	\$3,617	\$11.68
				Weighted Avg: 200			

Minimum Wage by County: \$11.68 for Los Angeles County

Health Benefits: ☒ Yes ☐ No This is employer share of cost for healthcare premiums – medical, dental, vision.

Used to meet the Post-Retention Wage?: ☐ Yes ☐ No ☒ Maybe

Participating employers may use health benefits to meet the Post-Retention Wage.

Other Benefits: Vary among participating employers

Wage Range by Occupation	
Occupation Title	Wage Range
Bank Teller	
Cashier	
Certified Nurse Assistant	

INTRODUCTION

In this proposal, Jewish Vocational Service of Los Angeles (JVSLA) seeks funding for retraining as outlined below:

JVSLA was founded in 1930 as a non-sectarian, not-for-profit organization with a mission to “build better lives, one job at a time”. This organization serves over 24,000 people annually in the Greater Los Angeles area who are looking for work, seeking career planning, or are interested in career resiliency in their work environment. JVSLA is eligible to contract with ETP under the Unemployment Insurance (UI) Code, Section 10205(c) as a grant recipient.

As a general vocational/career development service agency, JVSLA meets the employment and training needs of individuals with disabilities, public assistance recipients, dislocated workers, immigrants and refugees, high-risk youth, mature workers, and individuals with economic, social and psychological barriers to employment.

Employer Demand

Bank Teller/Cashier

In collaboration with industry sector leaders, JVS LA created the BankWorks™ training program two years ago in response to the financial sector's needs. This program was designed to recruit, screen, train, and place individuals in positions within the banking industry. Les Biller, the former Chief Operating Officer of Wells Fargo Bank, envisioned this program and convened JVS LA and senior level managers from financial institutions throughout Los Angeles to form an industry roundtable to address the employment needs of the financial sector. Participating financial institutions were Bank of America, City National Bank, Wells Fargo Bank, Union Bank of California, U.S. Bank Corp, Pacific Western Bank, and Washington Mutual. This group of banks provided considerable input regarding content and structure of the BankWorks™ training program and supplied various resources and materials to create a robust and effective program.

In this proposal, JVS LA is requesting ETP funding to provide the BankWorks™ training to unemployed individuals with multiple barriers to employment. This **commercial skills** training will prepare trainees for placement in the banking and financial services industries and will cover course modules designed in conjunction with JVS LA's partner banks.

Certified Nurse Assistant

Based on the California Cooperative Occupational Information System, the need for certified nurse assistants (CNA) is on the rise, with an estimated projected growth of almost 22% between 1998 and 2008. The estimated number of openings a year is 3,400. Employers in 34 counties, including Los Angeles, reported difficulty in finding qualified CNAs. Employment Development Department (EDD) Labor Market Survey projected a growth of 27% for CNAs by 2012.

To meet this demand, JVS LA offers a CNA Training and Employment Program which capitalizes on its experience in designing training programs with extensive support systems that guarantee training completion, certification, job placement, and long-term employment retention with a career progression. The proposed **commercial skills** training for CNA is based on the Nurse Assistant Training & Assessment Program and approved by the California Department of Health Services.

Literacy Skills

A CNA-VESL (Vocational English as a Second Language) curriculum has also been developed internally by JVS LA for support of CNA training for those trainees with limited English proficiency. **Literacy skills** (VESL) materials used in this program cover all areas of CNA training such as medical terminology, patient care, and family needs. Training in literacy skills will not exceed 50% of the trainee's job specific training hours.

Job Readiness Skills

In order to meet the quality standards set by potential employers, **job readiness** training will also be provided to those individuals who do not have work experience. Bank teller, cashier, or CNA trainees may receive up to 40 hours of job readiness skills which will prepare them for the job market, enhance their employability, and increase the likelihood of finding suitable employment at the end of training. Training in job readiness will not exceed 40 hours per trainee.

Marketing and Recruitment Plan

JVSLA has a number of methods for conducting outreach and recruitment for the proposed training programs. This includes distributing program fliers and fact sheets to community colleges, trade schools, local high schools, libraries, West Hollywood City Hall, JVSLA WorkSource Centers in Los Angeles and Marina del Rey, and interfacing with programs such as JVSLA Refugee and Resettlement Program, County of Los Angeles Department of Public Social Services, and the local Los Angeles Greater Avenues for Independence (GAIN) and General Relief Opportunities for Work (GROW) regional offices. JVSLA also holds community education sessions, runs public service announcements in a variety of local newspapers and on radio, and posts information about the programs on the JVSLA website (www.jvsla.org).

PROJECT DETAILS**Special Employment Training (SET) – Multiple Barriers**

JVSLA representatives anticipate that the new-hire trainees in this proposal will not have established an Unemployment Insurance claim in California and thus will not meet the standard eligibility criteria. For this reason, their training will be funded under SET. In addition, JVSLA representatives anticipate that these trainees will face Multiple Barriers to employment. Thus, their post-retention wage will be adjusted from the statewide average hourly to the ETP Minimum Wage.

RECOMMENDATION

For the reasons set forth above, staff recommends approval of this proposal. This training will provide unemployed individuals who have multiple barriers to employment an opportunity to gain skills that will lead to placement with companies that provide secure long-term employment.

DEVELOPMENT SERVICES

N/A

ADMINISTRATIVE SERVICES

N/A

TRAINING VENDORS

N/A

Exhibit B: Menu Curriculum**Class Lab Hours**
100-284

Trainees will receive any of the following:

COMMERCIAL SKILLS**Bank Teller/Cashier**

- Introduction to BankWorks Training Program
- The ABC's of the Corporate Workplace
- Banking 101
- Customer Service and Sales

Certified Nurse Assistant (CNA)

- Introduction to CNA
- Patient Rights
- Communication and Interpersonal Skills
- Safe Environment
- Body Mechanics
- Principles of Asepsis
- Weights and Measures
- Resident Care Skills
- Vital Signs
- Nutrition
- Emergency Procedures
- Long Term Care Resident
- Rehabilitative/Restorative Care
- Observation and Charting
- Death and Dying

LITERACY SKILLS

Cannot exceed 50% of vocational skills training per trainee

- Vocational English As A Second Language (VESL)

JOB READINESS SKILLS

Cannot exceed 40 hours per trainee

- Resume Building
- Interviewing Skills
- Workplace Etiquette
- Presentation/Appearance